



EST. 2018

STRATEGIC PLAN

Town of Ocean City, Maryland

VISION

Ocean City is a safe, clean and green family resort featuring a world class beach, Boardwalk, and active community for residents and guests.

MISSION

The Town of Ocean City strives to be an engaged community for residents and a first class vacation destination for guests, providing excellent customer service, revitalized neighborhoods and a fiscally sound government where any **FAMILY** can live, work and play!

ORGANIZATIONAL VALUES

Fiscally Sound Government

Amazing City Services

Magnificent Beach, Bays & Parks

Innovative & Environmentally Responsible

Livable Neighborhoods for Residents

Year-round Vacation Destination

CRITICAL SUCCESS FACTORS



WORLD CLASS BEACH AND BOARDWALK

Ocean City is a premier family vacation destination, offering an award-winning beach, historic Boardwalk and world class amenities for both residents and visitors.



ENGAGED COMMUNITY

Ocean City residents enjoy safe, clean neighborhoods with extraordinary municipal services, a community minded government and housing options for all families.



GOOD VALUE FOR HIGH QUALITY SERVICES

Ocean City residents, property owners and businesses receive high quality services through exceptional amenities and excellent customer care at a reasonable cost.



EXPAND TOURISM OPTIONS

Ocean City is a leading vacation destination, offering a convenient location for visitors seeking a vibrant coastal resort with spectacular events and year-round recreational amenities.



RESILIENT INFRASTRUCTURE

Ocean City is a fiscally sound town Government with a funded Capital Plan and a continued commitment to invest, grow and maintain its infrastructure.



HOUSING OPTIONS

Ocean City is a dynamic community, with a wide range of housing options and a local government that is committed to maintaining high property standards and emerging property development.

STRATEGIC PLAN

TOWN OF OCEAN CITY

POLICY AGENDA

TOP PRIORITY

TAX DIFFERENTIAL
SUPPORT WINDFARMS WITH NO VISIBLE IMPACT
CONVENTION CENTER PHASE III DESIGN
2ND STREET PUBLIC WORKS FACILITY
CITY-WIDE SECURITY IMPROVEMENTS
WHITESIDE FACILITY RE-USE
BOARDWALK ACCESS RESTRICTIONS
ANNUAL STREET PAVING
BALTIMORE AVENUE STREET IMPROVEMENTS
CAINE WOODS STREET IMPROVEMENTS
BOARDWALK DECKING
SPORTS COMPLEX FEASIBILITY STUDY

HIGH PRIORITY

PLAYGROUND REPLACEMENT
CANAL DREDGING
CHICAGO AVENUE BULKHEAD

PRIORITY

TRANSIT LANE
SUNSET PIER
SKATEPARK
3RD STREET RECREATION COMPLEX

FUTURE PROJECTS

UNDERGROUNDING UTILITIES
MID-TOWN FIRE STATION
LIFE-SAVING MUSEUM ANNEX & RENOVATION
RELOCATION OF THE PUBLIC WORKS YARD
SPORTS COMPLEX
4TH STREET PARKING LOT
EXPAND OCDC BOUNDARIES (33RD ST. NORTH)

MANAGEMENT AGENDA

STRATEGIC PRIORITIES

- EXPLORE REVENUE OPTIONS: INCLUDING PARKING & ROOM TAX
- EVALUATE TAX DIFFERENTIAL
- FOCUS ON SPORTS MARKETING AND SPORTS COMPLEX
- MANAGE MOTOR EVENTS TO REFLECT TOWN BRAND
- ATTRACT YOUNG FAMILIES
- CHAMPION BENEFITS OF LIVING IN OCEAN CITY
- EXPAND BIKE PATH
- ENCOURAGE IMPROVEMENTS FOR SAFE, CLEAN WORKFORCE HOUSING
- INCREASE CODE ENFORCEMENT
- ELIMINATE BARRIERS TO ENCOURAGE NEW CONSTRUCTION

MANAGEMENT INITIATIVES IN PROGRESS

- BOARDWALK ACCESS CONTROLS
- PUBLIC WORKS TRANSIT FACILITY UPGRADES
- BIKEPATH MASTERPLAN
- PARKING CONTROL SYSTEM
- BOARDWALK CAMERA INSTALLATIONS
- CONVENTION CENTER PHASE III DESIGN
- LIVABLE COMMUNITY VIDEO
- SPRING/FALL NEWSLETTER
- 911 SYSTEM UPGRADES
- RECORD RETENTION POLICY
- BOAT RAMP COMFORT STATION
- RENTAL PROPERTY LICENSING ENFORCEMENT
- SAFE WORKFORCE HOUSING INITIATIVE
- PROJECT MANAGEMENT TRAINING COURSES
- CODE ENFORCEMENT ON THE BOARDWALK
- MOTOR EVENT MANAGEMENT
- WASTEWATER PUMPING STATION UPGRADES
- GORMAN AVENUE PARK REHABILITATION
- DOWNTOWN RECREATION COMPLEX REDESIGN